

# Covid Policies

# / CORONA CONTENT ADVERTISING/

It was really important of us to understand the possibilities and limitations of advertising for corona related products as the demand is growing.

## Corona Related Content



Face masks



Hand sanitizer



Artificially inflated prices that limit or prohibit access to other essential items

## Limitations

Some Exchanges are taking concrete measures when reacting to the current situation. Sadly they are limiting their traffic for Covid-19 related content.

## Restrictions Based On Exchanges

### OpenX

Allows Publishers to limit the advertising.

*"Generally, we discourage it as many publishers have requested they not see ads related to the crisis"*

### Double-Click

Fully bans all advertising related with Corona.

*"Content that potentially capitalizes on or lacks reasonable sensitivity towards"*

### BidSwitch

Fully allows the advertising. No regulations were mentioned.

*"Yes, it is allowed to advertise them through BidSwitch"*

### Rubicon

In general, allows the advertising with some limitations.

*"the advertiser is allowed through our marketplace. Blocks might be applied if publishers request it"*

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